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The Net Effect of Having British/American Libraries
in Duesseldorf and Oldenburg

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I N T R O D U C T I O N

In 1956 USIS entered into arrangements for joint operation of formerly purely British information centers in Braunschweig, Osnabrueck, Duesseldorf and Oldenburg.

In June 1956 it was deemed desirable to study and evaluate this new experiment of joint British/American information efforts. A survey approach of the "before-and-after" type was decided upon as the appropriate instrument to measure general media behavior (and more specifically USIS media exposure) as well as to determine the influence and effect of these information efforts after a period of operation. From the four cities, in which joint British/American libraries were operating, only Duesseldorf and Oldenburg were selected for investigation. They were selected in order to obtain initial data on or about the time when these information centers first started to operate on a bi-national basis. The bi-national libraries in Braunschweig and Osnabrueck had already started their operation before the initial survey could go into the field.

Duesseldorf and Oldenburg, the two cities under scrutiny in this report, are both geographically located in the former British occupation zone. Duesseldorf is a big city of more than 600,000 inhabitants with a metropolitan character, is the capital of West Germany's wealthiest state - North Rhine/Westphalia, is heavily industrialized, and suffered about 50 per cent war damage during World War II. Oldenburg is much smaller in size (120,000), has very little industry (mainly food industry), and suffered hardly any war damages.

Both cities had a British library called "Die Bruecke" in operation for some years. Joint British/American operation of these libraries started in June 1956. In addition to the library activities other facilities such as theater performances, film showings, lectures and concerts were available in these two bi-national institutions. USIS participation in the Duesseldorf and the Oldenburg information centers was ended October 1, 1957.

For the purpose of the project the initial survey among a cross-section of the adult city population, encompassing approximately 1,200 cases in each city, was conducted in June 1956. The second survey was conducted in October 1957, thus allowing for a three-month adjustment period, and another twelve months of full operation. The purpose of the first survey was to provide initial data on media exposure and basic information on knowledge, images, and attitudes towards the U.S. and major USIS program areas. The second survey in 1957 was designed as a post-program study to reveal any changes in media exposure, and to determine whether and in which way this media exposure influenced the formation of attitudes towards America. In other words, the results of the second survey were to be used to measure the effectiveness of efforts made to achieve USIS objectives by the new experiment of joint British/American information centers.

The findings are based upon probability samples, representative of the city population 18 years of age and above, in Duesseldorf and Oldenburg. Interviewing was conducted by DIVO, Marktforschung - Meinungsforschung - Sozialforschung GmbH, Frankfurt am Main/Bad Godesberg, a German research organization working under contract with the Research Staff.

S U M M A R Y

The percentage of the city populations of Duesseldorf and Oldenburg exposed to USIS media at the time of the second survey showed no changes with respect to VOA, and exhibits. There was a slight increase in the size of the film audience and that of the libraries.

The library in Oldenburg apparently was better known and better patronized than the one in Duesseldorf. Not only did a greater proportion in Oldenburg know that there was a library in town, but a larger percentage actually made use of it, than was the case in Duesseldorf. In a rating of the usefulness of the library, more people in Oldenburg gave it a higher rating than was true among the Duesseldorf users. In both cities, the opinion-leading elements were the most attracted to the library. Users mentioned press and personal contacts as the means through which they first learned of the presence of the library.

While there was no question but that larger percentages of the city populations in the two cities made use of the library, the survey was unable to discover the slightest evidence that attendance at the libraries had made any impression upon the minds of the users. Regardless of whether the city populations showed no change in the answers to certain questions (as was the case concerning knowledge of the United States), whether they showed an increase in certain categories (as in satisfaction with U.S. policy towards Germany; belief in U.S. interest in a general disarmament; or faith that the U.S. will still be stronger than the U.S.S.R. in twenty years) or showed a decrease in the percentages (as in the percentages agreeing with negatively loaded questions about Americans), the evidence was uniformly clear that whatever changes had occurred could not be attributed to changes in knowledge, attitudes, or beliefs of the library users.

S A M P L E C O M P O S I T I O N

The following presentation of the composition of the several samples should bring to the reader's attention (a) the comparability of the samples employed and (b) some changes among the population which occurred during the time between the two surveys.

Comparison of the population groupings (1956 and 1957) reveals that relatively stable demographic characteristics such as sex, education, occupation, age and religion are almost identical. Minor differences of one to three per cent are statistically insignificant. Significant changes, however, can be found in income, socio-economic status and party preference. Income seems to have generally improved (more so in Duesseldorf than in Oldenburg) since the lower income brackets decreased and the higher increased over the last year. The same trend is indicated in class status. Those findings correspond by and large with the economic development among the general West German population where income slowly but steadily increased over the last years.

The great variations in party preference - a significant shift from SPD to CDU - is also a general phenomenon.

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
	(1163)	(1112)	(1203)	(1279)
<u>Sex:</u>				
Men	42%	45%	40%	43%
Women	<u>58</u>	<u>55</u>	<u>60</u>	<u>57</u>
	100%	100%	100%	100%
<u>Education:</u>				
No school/elementary school	72%	71%	72%	71%
Secondary school/trade school	20	22	22	22
High school/university	7	7	5	7
No answer	<u>1</u>	<u>-</u>	<u>1</u>	<u>-</u>
	100%	100%	100%	100%
<u>Income:</u>				
Up to 149 DM	8%	3%	9%	5%
150 to 299 DM	11	9	20	15
300 to 399 DM	15	14	24	21
400 to 599 DM	31	36	27	30
600 DM and more	27	34	14	20
No answer	<u>8</u>	<u>4</u>	<u>6</u>	<u>9</u>
	100%	100%	100%	100%
<u>Socio-Economic Status:</u>				
Upper	15%	18%	12%	10%
Middle	49	60	53	59
Lower	36	22	35	31
No answer	<u>*</u>	<u>-</u>	<u>*</u>	<u>-</u>
	100%	100%	100%	100%

* Less than one half of one per cent.

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	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
	(1163)	(1112)	(1200)	(1279)
<u>Occupation:</u>				
Professionals	4%	3%	3%	4%
Businessmen	7	6	6	6
White-collar workers	16	18	15	16
Independent artisans	14	16	11	9
Manual workers	9	9	7	7
Domestic service	4	3	3	3
Farmers; farmhands	*	*	2	1
Housewives	35	36	36	38
Pensioners; retired	11	9	17	16
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
<u>Age:</u>				
Up to 24 years	13%	10%	10%	12%
25 to 34 years	20	21	17	18
35 to 49 years	32	29	33	32
50 to 59 years	18	20	20	20
60 years and over	17	20	20	18
No answer	*	*	*	*
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
<u>Religion:</u>				
Catholics	52%	54%	14%	15%
Protestants	40	39	80	80
Other religions	2	1	3	2
No religion	1	1	1	3
No answer	5	5	2	*
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
<u>Party Preference:</u>				
SPD	29%	23%	21%	20%
CDU/CSU	26	49	19	39
FDP	4	3	8	7
Other parties	4	1	8	8
No party	19	14	18	6
No opinion/No answer	18	10	26	20
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

* Less than one half of one per cent.

I. U.S. Media Exposure

Before the possible influence, and desirable effects of joint British/American information efforts in the two cities under scrutiny can be studied, general exposure to U.S. media including changes over the last year must be described. Attention will be focused first on USIS media exposure.

Section 1: USIS Media

To determine the extent of exposure to USIS media, questions concerning listening to the "Voice of America" and attendance at U.S. documentary films, American-made or American-sponsored exhibitions were presented to the city samples.

Section 1a: VOA, Exhibits and Documentaries

VOA AUDIENCE UNCHANGED ...

The "Voice of America" audience, usually the single most important USIS mass medium, reveals no changes in audience size and listening frequency in either Duesseldorf or Oldenburg from 1956 to the survey returns in 1957.

The slight difference in the percentage in Duesseldorf listening at all to the VOA in 1957 (37%) is not statistically significantly different from that found in 1956 (33%). Certainly the percentages listening with some regularity (at least once a week) show no change (9% in Duesseldorf and 14 - 15% in Oldenburg).

"Have you ever heard the program 'The Voice of America' over the radio? (How often do you usually listen to it?)"

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
	(1163)	(1112)	(1200)	(1279)
Yes, 4-6 times a week	3%)	2%)	3%)	4%)
Yes, 1-3 times a week	6) 9	7) 9	11) 14	11) 15
Yes, 1-3 times a month	14	15	19	20
Yes, less than once a month	10	13	17	17
Yes, I heard it in the past	21	17	21	18
No, have never heard it	46	45	28	30
No answer	*	1	1	*
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

* Less than one half of one per cent.

VISITS TO AMERICAN EXHIBITS REMAIN MINOR ...

Visits to the U.S. exhibitions have not changed at all. Today, as well as in 1956, only 3 out of 100 respondents claim to have visited an American-made or U.S.-sponsored exhibit.

"Have you visited an American exhibition recently, that is, an exhibition arranged by the Americans?"

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
	(1163)	(1112)	(1200)	(1279)
Yes	3%	3%	2%	3%
No	94	95	95	95
No opinion	<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>
	100%	100%	100%	100%

SLIGHT INCREASE IN AUDIENCE TO U.S. DOCUMENTARY FILMS ...

While in 1956 in both cities only about one person out of ten reported having seen American-made documentary films, significantly larger percentages reported doing so in 1957. In Duesseldorf the increase was 6 percentage points (from 11% to 17%). The increase in Oldenburg is smaller, but also significant - from 9 per cent to 13 per cent.

"Have you ever seen any American-made documentary films during meetings or lectures, for instance, or at adult education centers or seminars (that is, not in connection with a regular feature film)?"

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
	(1163)	(1112)	(1200)	(1279)
Yes	11%	17%	9%	13%
No	86	81	87	86
No opinion	<u>3</u>	<u>2</u>	<u>4</u>	<u>1</u>
	100%	100%	100%	100%

CONSIDERABLE INCREASE IN LIBRARY ATTENDANCE SINCE USIS JOINED OPERATION ...
 ONE OUT OF TEN IN DUESSELDORF AND TWO OUT OF TEN IN OLDENBURG VISIT USIS LIBRARIES ...

In 1956 before USIS joined in the operation of these libraries, only 3 per cent had ever visited an American library somewhere. This was the only way the question could be phrased at that time. When, however, USIS joined in the operation of these libraries, it was possible to ask about their attendance at this library. It then developed (see table below) that in Duesseldorf the proportion of the population who were patrons of the British/American libraries had increased to 9 per cent and in Oldenburg to 18 per cent. In other words, approximately 60,000 separate Duesseldorf citizens visited the British/American library in 1957. In Oldenburg, which has not even one-fifth of Duesseldorf's population approximately 23,000 peopled indicated that they had gone to the library.

Question wording 1956:

"In several places in Germany there are libraries which were established and are being run by the Americans. Have you ever had a chance to visit such a library? About how often during the past year?"

Question wording 1957:

"Did you ever have an opportunity to visit this library? Approximately how often during the past year?" (Asked only of those aware of libraries.)

	<u>Duesseldorf</u>			<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>		<u>1956</u>	<u>1957</u>
	(1163)	(1112)		(1200)	(1279)
Yes, 12 times or more	1%)	2%)		1%)	4%)
7 - 11 times	*)	1)		*)	1)
4 - 6 times	*)	1)	3	*)	4)
2 - 3 times	1)	3)		1)	5)
Only once	1)	2)		1)	4)
Visited such library in the past	3	4		2	2
No, never visited any such library	94	26		94	34
Unaware	-	60		-	46
No answer	*	1		1	*
	<u>100%</u>	<u>100%</u>		<u>100%</u>	<u>100%</u>

While the Oldenburg center not only attracted a greater proportion of its city population, it is also apparent from the figures above, that the Oldenburg library tops Duesseldorf in the frequency with which its visitors attend the library. Only 4 per cent visited the library in Duesseldorf 4 times or more during the last year but 9 per cent indicated the same frequency in Oldenburg.

* Less than one half of one per cent.

There are, however, 5 per cent of the population in each city, who visited "such a library" at some other place than in Duesseldorf or Oldenburg.

"Did you ever visit such a library at some other place than here in ...?"

	1957	
	<u>Duesseldorf</u>	<u>Oldenburg</u>
	(1112)	(1279)
Yes, where?	5%	5%
No	<u>95</u>	<u>95</u>
	100%	100%

These 5 per cent (in both cities) are found in Duesseldorf to consist of 4 per cent who only visited a USIS library somewhere else, while 1 per cent visited USIS libraries outside of Duesseldorf as well as the one in Duesseldorf. In Oldenburg, the 5 per cent indicating attendance at a USIS library outside of the city consist of 3 per cent who only attended such a library somewhere other than in Oldenburg, while 2 per cent attended both.

Thus we arrive at a total of 13 per cent in Duesseldorf (or approximately 80,000 individuals) and 21 per cent in Oldenburg (or 25,000 people) who have attended a USIS library.

	1957	
	<u>Duesseldorf</u>	<u>Oldenburg</u>
	(1112)	(1279)
Visited local U.S. library only	8%)	16%)
Visited local U.S. library	1 } 13	2 } 21
and one at some other place		
Visited U.S. library at some	4)	3)
other place only		
Did not visit any U.S. library	<u>87</u>	<u>79</u>
	100%	100%

OLDENBURG RESIDENTS CARRIED OUT INTENTION TO VISIT USIS CITY LIBRARY
BETTER THAN DUESSELDORFERS DID ...

The comparison between anticipated visits to the library in 1956, and actual visits in 1957 shows some interesting contrasts.

Almost one-third (31%) of the Duesseldorf respondents felt it "likely" or "very likely" that they would visit such a library if one were established in the city, but only 9 per cent actually did. This relationship seems to be much better in Oldenburg, for while 25 per cent anticipated a visit to the library in 1956 and 18 per cent reported attendance in 1957.

	<u>Intention Versus Fact⁺⁺</u>	
	<u>Duesseldorf</u>	<u>Oldenburg</u>
Intended to visit (in 1956) ⁺	31%	25%
Actually visited (in 1957)	<u>9</u>	<u>18</u>
<u>DIFFERENCE</u>	22%	7%

⁺ "Supposing such a library would be established here in this city, would you be likely to visit it?"

	<u>1956</u>	
	<u>Duesseldorf</u> (1163)	<u>Oldenburg</u> (1200)
Yes, very likely	21%)	14%)
Yes, likely	10)	11)
Yes, possibly	15	15
Yes, but not very likely	4	4
No, certainly not	40	40
No opinion	<u>10</u>	<u>16</u>
	100%	100%

⁺⁺ Based on edition of the previous attendance question plus the following.

REASONS FOR NOT ATTENDING ...

When those respondents who never attended the local libraries were asked what it was that kept them from visiting them, "lack of time" and "lack of interest" were the main reasons given.

It is interesting that in the larger city of Duesseldorf hardly anyone said that the library was too far away from where he lived. Yet in Oldenburg it was advanced as a reason by 4 per cent. One may well speculate, therefore, that the Duesseldorfers did not even know where the library was and so could make no judgment. In Oldenburg, on the other hand, the possibility exists that the 4 per cent really knew where the library was and might have attended if its location was more convenient. Explicit disapproval of such libraries as propaganda institutions or dislike of the British or Americans in general was seldom mentioned.

"There are various reasons which prevent people from attending the library. Would you please tell me what it was that kept you from attending this library?"
(Asked only of those aware of libraries, but never visited = 100%)

	1957	
	<u>Duesseldorf</u>	<u>Oldenburg</u>
	(347)	(453)
Lack of time	45%	50%
Lack of interest	15	18
Don't speak English	12	3
Too old for that (ill, bad eye-sight)	6	6
Don't do much reading at all	3	6
Have enough other literature	3	4
Disapprove of one-sided influence and propaganda	3	1
Prefer German books	*	1
Library located too far away	*	4
Other reasons	6	1
No opinion	7	6
	<u>100%</u>	<u>100%</u>

* Less than one half of one per cent.

OPINION LEADING ELEMENTS MOST ATTRACTED BY LIBRARIES ...

A comparison of population groupings reveals that men, the better educated, higher income groups as well as upper class structures and prestige occupations, show a greater attendance at the joint British/American centers than their counterpart groups. With regard to the age groups, the findings indicate that younger respondents are more attracted by the libraries than older ones. As a matter of fact the opinion leading elements not only had higher percentages attending the library, but also recorded larger gains in attendance as the 1956 and 1957 figures clearly indicate.

There seems to be, however, a distinct difference in the increase of patronage over the last year between Duesseldorf and Oldenburg. As the overall results already suggested, the Oldenburg center had a proportionately greater increase in attendance than Duesseldorf. This goes hand-in-hand with the fact that in Oldenburg also the better educated, better paid, and upper class people showed a greater tendency to visit the centers than can be found in the same groups in Duesseldorf. Comparing the 1956 results with the 1957 survey, the percentage of attendance among these opinion leading segments roughly trebled in Duesseldorf, but in Oldenburg the attendance by these groups increased six-fold.

	Duesseldorf			Oldenburg		
	1956**	1957**		1956**	1957**	
	Library	Library	Differ-	Library	Library	Differ-
	Visi-	Visi-	ence	Visi-	Visi-	ence
	tors	tors		tors	tors	
<u>Total Population</u>	3%	9%	+ 6	3%	18%	+15
<u>Sex:</u>						
Men	3	10	+ 7	3	20	+17
Women	*	9	+ 9	3	16	+13
<u>Education:</u>						
No school/elementary school	*	7	+ 7	1	11	+10
Secondary school	4	22	+18	8	34	+26
High school/university	20	36	+16	17	61	+44
<u>Income:</u>						
Up to 149 DM	3	-	- 3	-	11	+11
150 to 299 DM	-	5	+ 5	*	10	+10
300 to 399 DM	-	6	+ 6	3	12	+ 9
400 to 599 DM	2	11	+ 9	3	21	+18
600 DM and more	5	19	+14	7	34	+27
No answer	4	13	+ 9	7	20	+13
<u>Socio-Economic Status:</u>						
Upper middle and well-to-do	7	12	+ 5	8	42	+34
Lower middle and poor	1	7	+ 6	3	12	+ 9
<u>Occupation:</u>						
Professionals	6	53	+47	6	48	+42
Businessmen	7	7	0	12	16	+ 4
White-collar workers	3	21	+18	8	33	+25
Independent artisans	2	10	+ 8	3	18	+15
Manual workers	-	6	+ 6	-	5	+ 5
Domestic service	20	-	-20	-	8	+ 8
Housewives	*	8	+ 8	1	15	+14
Pensioners; retired	5	14	+ 9	1	22	+21
<u>Age:</u>						
Up to 29 years	3	17	+14	4	24	+20
30 to 64 years	2	11	+ 9	3	20	+17
65 years and over	3	11	+ 8	2	12	+10

* Less than one half of one per cent.

** Because of space limitation the figures for the "non-visitors" are omitted. With the percentages shown in the table, they add up to 100%.

Section 1b: Joint British/American Libraries
(Awareness, Audience Size and Reactions)

The findings presented in section 1a indicated no essential rise in USIS media exposure, since only with respect to American documentaries somewhat more people were found in 1957 as compared with the year before. This section will examine patronage of the Joint British/American sponsored libraries since these institutions were established.

HIGHER AWARENESS OF LIBRARIES IN OLDENBURG ...

A combination of two awareness questions (see below) reveals differences between Duesseldorf and Oldenburg. More people in Oldenburg (53%) know of the libraries under scrutiny than do so in Duesseldorf (40%).

The Oldenburg citizens also seem to be better informed about the details of sponsorship. While in Duesseldorf only one out of twenty (5%) is aware of U.S. connection with the British or vice versa, one out of five in the Oldenburg population (19%) appear to know about the joint British/American operation.

The basic data furnishing information about awareness of the libraries comes from the following questions:

"Foreign nations have established and now maintain libraries in various places in Germany.
Do you happen to know whether there is an American library here in ... or not?"

	1957	
	<u>Duesseldorf</u> (1112)	<u>Oldenburg</u> (1279)
Yes, there is	12%)	17%)
Yes (in connection with	} 15%	} 33%
Great Britain)		
No, there is none	23	25
No opinion	62	42
	<u>100%</u>	<u>100%</u>

IF "Yes, there is", "No, there is none" or "No opinion":
"Do you happen to know whether there is a British library here in ... or not?"

	1957	
	<u>Duesseldorf</u> (1112)	<u>Oldenburg</u> (1279)
Yes, there is	31%	29%
Yes, (in connection with	2	3
America)		
No, there is none	14	12
No opinion	50	40
	<u>97%</u>	<u>84%</u>

The second question was asked in order to determine whether those who had not yet said that the library was a joint operation would realize it when the second query was put to them.

In addition to the figures in these tables it is possible to tabulate the answers of the second question according to the replies on the first. When this crossbreak is made, a new table of "awareness" can be constructed. It is possible to note that not only are there 5 per cent in Duesseldorf and 19 per cent in Oldenburg who realize that the library is a joint British/American venture, but that only a total of 16 per cent in the first city and 34 per cent in the second have any idea that the U.S. operates a library in the city. In comparing these figures with the 36 per cent and 48 per cent aware that the British are connected with a library in their respective cities, one must keep in mind the considerable longer period of time that the British have been in sole associationship with these undertakings.

Awareness of Library Sponsorship

	1957	
	<u>Duesseldorf</u>	<u>Oldenburg</u>
	(1112)	(1279)
Know library is joint British/U.S.	5%	19%
Only aware of U.S. library	4	5
Aware of U.S., British libraries		
(but not that they are jointly run)	7	10
Only aware of British library	24	19
Not aware of any library	60	47
	<u>100%</u>	<u>100%</u>

PRESS AND PERSONAL CONTACTS LEADING SOURCES FOR LEARNING ABOUT LIBRARY ...

When those respondents who were aware of the libraries were asked how their attention was drawn to the centers, the press was mentioned most often in both cities by those knowing that the libraries were joint enterprises, as well as by those remaining people who knew at least that the U.S. was connected with it.

Relatives and acquaintances (who conceivably had already made use of the facility) were a very close second.(source of information).

Thereafter, the pattern of advertising the libraries appears to differ in Duesseldorf and Oldenburg. Posters were mentioned more often in Duesseldorf, while special invitations are reported more frequently by Oldenburg respondents.

	1957			
	Duesseldorf		Oldenburg	
	Aware of U.S./British connection	Only aware of U.S. connection	Aware of U.S./British connection	Only aware of U.S. connection
	(49)	(124)	(252)	(186)
Press	29%	41%	52%	40%
Relatives, acquaint- ances	27	31	33	42
Posters	22	18	11	9
Invitations	6	1	15	8
Radio	2	-	2	1
Bookmobile	-	2	*	1
Other sources	22	15	12	9
No opinion/No answer	10	8	3	5
	118% [@]	116% [@]	128% [@]	115% [@]

* Less than one half of one per cent.

@ Some respondents gave more than one answer.

Section 1c: Preference for Features and General Reactions

The following section deals with the various offerings of libraries under study and an overall evaluation of the institutions as such. The preference for the different features available in the libraries is indicated by the extent to which such events were patronized.

FILM SHOWINGS AND LIBRARIES PATRONIZED MOST OFTEN ...

When the respondents were given a list with the various offerings presented by the center, and queried as to which of the features they had ever patronized and how often, film showings and the library were mentioned most frequently in both cities. Lectures are in third place and theater performances occupy fourth place in Duesseldorf and last place in Oldenburg.

"Here is a list with the various offerings presented by this library.
Would you please tell me which of these offerings you have ever patronized?" (Asked only of those having visited the library.)

		<u>Duesseldorf 1957</u>									
		<u>Theater</u>		<u>Film</u>		<u>Lectures</u>		<u>Library</u>		<u>Concerts</u>	
<u>Patronized:</u>											
Yes		2%	25%	6%	71%	4%	48%	5%	51%	1%	16%
No		7	75	3	29	5	52	4	49	8	84
		9%	100%	9%	100%	9%	100%	9%	100%	9%	100%

		<u>Oldenburg 1957</u>									
		<u>Theater</u>		<u>Film</u>		<u>Lectures</u>		<u>Library</u>		<u>Concerts</u>	
<u>Patronized:</u>											
Yes		1%	8%	10%	58%	8%	49%	10%	60%	2%	16%
No		17	92	8	42	10	51	8	40	16	84
		18%	100%	18%	100%	18%	100%	18%	100%	18%	100%

MAJORITY OF LIBRARY PATRONS ATTACH GREAT VALUE TO INSTITUTIONS ...

The following question was included to produce some insight into visitor's general reaction to the centers. In both cities the bi-national libraries appear to have been very well received by its visitors. The great bulk of the patrons personally see "some" to "very much value" in these centers; the weight of opinion lying with "much value" rather than only "some". In Oldenburg users seem to appreciate these centers even more than those in Duesseldorf do (89% see value in it as against 77%).

"How much value do you personally attach to this library here in ...?" (Asked of those having visited the library once or more often.)

	1957			
	<u>Duesseldorf</u>		<u>Oldenburg</u>	
Very much value	2%	22%)	4%	22%)
Much value	3	33 }	7	39 }
Some value	2	22)	5	28)
Only little value	1	12	2	10
Very little value	1	10	*	*
No opinion	*	1	*	1
	<u>9% = 100%</u>		<u>18% = 100%</u>	

* Less than one half of one per cent.

Section 2: U.S. Commercial Media Exposure

READERSHIP OF AMERICAN DAILIES AND PERIODICALS UNCHANGED ...

There is hardly any difference in readership of American dailies and periodicals since last year. More than 9 out of 10 citizens in both Duesseldorf and Oldenburg have had no contact at all with American newspapers or magazines in 1956 or 1957.

"Do you read American dailies and periodicals now and then?"

	Duesseldorf			Oldenburg	
	1956	1957		1956	1957
	(1163)	(1112)		(1200)	(1279)
Yes, often	2%)	2%)		2%)	1%)
Yes, occasionally	3 }	6 }		3 }	4 }
Yes, but seldom/					
hardly ever	3)	1)		3)	3)
No	92	91		92	92
	100%	100%		100%	100%

A cross-break between library attendance and readership of American dailies and magazines produces no noticeable difference between Duesseldorf and Oldenburg. In both Duesseldorf and Oldenburg there is an apparent decrease in reading U.S. dailies and periodicals among library visitors over the last year. The difference in the results for 1956 and 1957, however, are not statistically significant due to the relatively small number of cases for library visitors in 1956.

	Duesseldorf				Oldenburg			
	1956		1957		1956		1957	
	Non-	Non-	Non-	Non-	Non-	Non-	Non-	Non-
	Li-	Li-	Li-	Li-	Li-	Li-	Li-	Li-
	brary	brary	brary	brary	brary	brary	brary	brary
	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-
	tors	tors	tors	tors	tors	tors	tors	tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
Yes, often	12%)	2%)	9%)	1%)	10%)	2%)	3%)	1%)
Yes, occasionally	23 }	3 }	18 }	5 }	15 }	2 }	11 }	3 }
Yes, but seldom/								
hardly ever	8)	3)	7)	1)	5)	3)	8)	3)
No	57	92	66	93	70	93	78	93
	100%	100%	100%	100%	100%	100%	100%	100%

NO CHANGE IN READING AMERICAN AUTHORS ...

The percentage of the populations in Duesseldorf and Oldenburg who read American authors showed a slight increase in both cities. The statistical reliability of these increases, however, may be questioned. Public and private libraries, as well as bookshops, are mentioned most frequently as the main source for books written by American authors. U.S. sources such as the "Amerika-Haus", "Die Bruecke" and the U.S. Consulate are the least frequently mentioned sources.

"Do you read books by American authors now and then,
either in English or in German translation?"

	Duesseldorf		Oldenburg	
	1956	1957	1956	1957
	(1163)	(1112)	(1200)	(1279)
Yes, in English	3%	3%	2%	3%
Yes, in German translation	32 }	35 }	26 }	28 }
No	63	58	68	67
No opinion	4	4	5	4
	102% [@]	101% [@]	101% [@]	102% [@]

IF "Yes":
"From where do you get these books?"

	Duesseldorf		Oldenburg	
	1956	1957	1956	1957
<u>From public, private or circulating libraries:</u>	12%	12%	7%	6%
"I get them from the public library."				
"I borrow them at the library of the Mannesmann firm."				
"I obtain them from the library of the Auto-Union firm."				
"I frequent the library of the Diakonissenhaus."				
"My daughter is employed by a circulating library and she brings books home."				
"I borrow books from the school library."				
"I get these books from the municipal library."				
"I patronize a circulating library."				
<u>From the bookseller:</u>	10	10	9	8
"I get them from a bookstand."				
"I bought them at a newsstand."				
"I buy these books in a bookshop."				
"I buy them at the bookseller's."				
"I get them from the bookseller's."				
"I buy them in bookshops."				
"I obtain them from the bookseller."				
"I patronize bookshops."				

(Cont'd on next page)

[@] Some respondents gave more than one answer.

(Cont'd from preceding page)

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
<u>From book clubs:</u>	7%	8%	7%	7%
"I get them through the 'Buechergilde Gutenberg'."				
"I obtain them through a book club."				
"I get them from a book club."				
"I subscribe to the 'Bertelsmann Lesering'."				
"I get them through a book club."				
"I am a member of the Buechergilde Bertelsmann'."				
"I obtain them through the European book club."				
<u>From relatives and friends:</u>	5	7	3	4
"I borrow them from friends."				
"I borrow them from relatives."				
"We pass them on within our family."				
"My father gets them for me."				
"My mother provides books for me."				
"I get them as a birthday present."				
"Friends of mine give them to me."				
"My daughters buy them."				
"People lend them to me."				
<u>From U.S. sources:</u>	3	4	4	6
"I get them from the 'Amerika-Haus'."				
"I obtain them through the U.S. Consulate."				
"From the 'Bruecke der Nationen'."				
"From the library run by the British and the U.S."				
"I borrow them from 'Die Bruecke'."				
<u>Other answers:</u>	1	2	1	1
"We once owned a bookstore."				
"I read them at school."				
"I get them through NEWE."				
"I obtain such books through the central agency in Godesberg."				
<u>No opinion/No answer:</u>	<u>1</u> 39% [@]	<u>1</u> 44% [@]	<u>*</u> 31% [@]	<u>1</u> 33% [@]

* Less than one half of one per cent.

@ Some respondents gave more than one answer.

II. Influence and Effect

The following chapter is designed to study the influence and effect of the bi-national information centers upon the city population. For this purpose four areas have been selected to reflect any changes in knowledge and attitude. These are: (1) knowledge of and image about the U.S., (2) attitudes and prejudices towards the U.S., (3) reactions to USIS program themes, and (4) attitudes towards East/West issues.

On some of the questions, there are overall West German results parallel in subject matter and time, which provide the opportunity to compare the nation-wide scene with local conditions in Duesseldorf and Oldenburg. Since those data, however, are not always available, the main scheme of analysis in this chapter will concern itself with the relationship between attitudes towards these four areas and library attendance in Duesseldorf and Oldenburg.

Section 1: Knowledge about the U.S.

EXTENT OF FACTUAL KNOWLEDGE UNCHANGED ...

As an indication of one of the simplest tests of knowledge about the American scene, respondents were asked to name the capital of the U.S., the city in which the American movie and film center is located, and the American car metropolis.

No significant changes in the levels of knowledge revealed by these three queries were found. What slight variations did occur between 1957 and 1956 surveys are well within chance fluctuations. Majorities of roughly seventy per cent in both cities could correctly identify Washington. When asked to name the American movie capital, even greater majorities (88% in Duesseldorf, 78% in Oldenburg) knew it was Hollywood.

Although American automobiles are wellknown in West Germany, the overwhelming majorities of both city populations did not know that Detroit is the center of the American automobile industry.

"Can you tell me what is the capital of the United States,
the seat of government?"

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
	(1163)	(1112)	(1200)	(1279)
Right (Washington)	71%	71%	68%	68%
Wrong	17	19	16	18
Don't know	12	10	16	14
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

"Can you name the American movie capital? (The place where nearly all American films are produced?)"

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
	(1163)	(1112)	(1200)	(1279)
Right (Hollywood or Los Angeles)	85%	88%	76%	78%
Wrong	1	1	1	1
Don't know	<u>14</u>	<u>11</u>	<u>23</u>	<u>21</u>
	100%	100%	100%	100%

"Do you know what the American car metropolis is called?
(The place where most of the car factories are located?)"

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
	(1163)	(1112)	(1200)	(1279)
Right (Detroit)	36%	32%	30%	31%
Wrong	6	6	6	6
Don't know	<u>58</u>	<u>62</u>	<u>64</u>	<u>63</u>
	100%	100%	100%	100%

WHILE LIBRARY VISITORS REVEAL MORE KNOWLEDGE ABOUT U.S. CITIES THAN NON-VISITORS, THEY HAD THIS SAME LEVEL BEFORE USIS PARTICIPATION IN THE LIBRARIES ...

As can be found in the following tables, library attendees have a higher score on factual knowledge about the U.S. than non-library attendees. Nevertheless, there is no increase in the extent of factual information noticeable over the last year, either in Duesseldorf or in Oldenburg.

	Duesseldorf				Oldenburg			
	1956		1957		1956		1957	
	Non-		Non-		Non-		Non-	
	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
Right (Washington)	84%	70%	86%	70%	100%	67%	89%	64%
Wrong	12	17	14	20	-	17	8	20
Don't know	4	13	-	10	-	16	3	16
	100%	100%	100%	100%	100%	100%	100%	100%

	Duesseldorf				Oldenburg			
	1956		1957		1956		1957	
	Non-		Non-		Non-		Non-	
	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
Right (Hollywood or Los Angeles)	96%	84%	100%	88%	100%	75%	97%	75%
Wrong	-	1	-	1	-	1	*	1
Don't know	4	15	-	11	-	24	3	24
	100%	100%	100%	100%	100%	100%	100%	100%

	Duesseldorf				Oldenburg			
	1956		1957		1956		1957	
	Non-		Non-		Non-		Non-	
	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors	Li- brary Visi- tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
Right (Detroit)	73%	35%	54%	30%	64%	30%	55%	26%
Wrong	12	6	8	5	5	5	3	6
Don't know	15	59	38	65	31	65	42	68
	100%	100%	100%	100%	100%	100%	100%	100%

* Less than one half of one per cent.

UNCHANGED MAJORITIES AWARE THAT THERE ARE TRADE UNIONS IN THE U.S. ...

Replies to the question of whether or not trade unions exist in the U.S. have not changed since 1956 in both cities. A majority of about seventy per cent in Duesseldorf, and roughly two-thirds of the population in Oldenburg are aware of trade unions in the United States. Only about five per cent in each city think there are no such institutions in the U.S., and a relatively large group of twenty-six per cent in Duesseldorf, and twenty-nine per cent in Oldenburg do not know whether there are any or not.

"Do you perhaps know whether or not trade unions exist in the U.S.?"

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
	(1163)	(1112)	(1200)	(1279)
Yes, there are trade unions	73%	70%	62%	66%
No, there are no trade unions	4	4	6	5
Don't know/No answer	<u>23</u>	<u>26</u>	<u>32</u>	<u>29</u>
	100%	100%	100%	100%

VISITING THE BI-NATIONAL CENTERS DID NOT ADD TO KNOWLEDGE CONCERNING U.S. TRADE UNIONS ...

The relationship between awareness of trade unions in the U.S. and library attendance shows again that people in contact with such USIS information centers indicate a greater degree of awareness than those without such media contact, but no reliable changes over the time can be observed either among library attendees or among the other respondents.

"Do you perhaps know whether or not trade unions exist in the U.S.?"

	<u>Duesseldorf</u>				<u>Oldenburg</u>			
	<u>1956</u>		<u>1957</u>		<u>1956</u>		<u>1957</u>	
	Non-	Non-	Non-	Non-	Non-	Non-	Non-	Non-
	Li-	Li-	Li-	Li-	Li-	Li-	Li-	Li-
	brary	brary	brary	brary	brary	brary	brary	brary
	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-
	tors	tors	tors	tors	tors	tors	tors	tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
Yes, there are trade unions	92%	72%	94%	67%	90%	61%	87%	62%
No, there are no trade unions	4	4	3	4	-	6	4	5
Don't know	<u>4</u>	<u>24</u>	<u>3</u>	<u>29</u>	<u>10</u>	<u>33</u>	<u>9</u>	<u>33</u>
	100%	100%	100%	100%	100%	100%	100%	100%

...
MOST AGREE THAT GREATEST PERSONAL FREEDOM EXISTS IN THE U.S. ...

In 1956 respondents were presented with the statement that "America is always spoken of as the country where the individual enjoys the greatest personal freedom," and asked whether or not they would agree with this. In Duesseldorf, approximately six out of ten people replied in the affirmative. In Oldenburg, exactly half of the population agreed with the statement. These results, too, have remained stable over the last year.

"America is always spoken of as the country where the individual enjoys the greatest personal freedom. Do you agree with this or don't you?"

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
	(1163)	(1112)	(1200)	(1279)
Agree	60%	58%	50%	50%
Don't agree	22	22	24	29
No opinion	18	20	26	21
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

IMAGE ABOUT AIMS OF AMERICAN SCHOOL SYSTEM UNCHANGED ...

In order to cover another aspect of general impressions about the American scene, questions concerning the American school system were asked. Respondents were presented with two alternatives in this context; "Does the U.S. school system aim more at attaining a high educational level, or more at preparation for practical life?" To establish a further frame of reference, a similar question was asked concerning the German school system, and another asked for respondent's own preference.

In the two surveys carried out in each city, most people thought that the American school system places more emphasis on preparing students for practical life. This also seems to be the respondent's own preference as indicated by fifty-seven per cent in Duesseldorf, and sixty-four per cent in Oldenburg.

There are in the overall view no major changes between the results of the two surveys in 1956 and 1957. The only reliable change occurred in Oldenburg, where, when asking for the respondent's own opinion, the group selecting preparation for practical life increased from fifty-seven per cent to sixty-four per cent from 1956 to 1957.

"As far as you know, does the American school system aim more at attaining a high educational level for the students, or more at preparing them for practical life?"

"And how is it in Germany?"

"And what do you consider preferable: To give students a high level of education or to prepare them for practical life?"

Duesseldorf

	Aim in America		Aim in Germany		Respondent's Own Preference	
	1956	1957	1956	1957	1956	1957
	(1163)	(1112)	(1163)	(1112)	(1163)	(1112)
More emphasis on high level of education	21%	19%	56%	60%	26%	23%
More emphasis on practical life	60	59	32	27	56	57
Both	1	1	1	3	8	10
No opinion	18	21	11	10	10	10
	100%	100%	100%	100%	100%	100%

Oldenburg

	Aim in America		Aim in Germany		Respondent's Own Preference	
	1956	1957	1956	1957	1956	1957
	(1163)	(1112)	(1163)	(1112)	(1163)	(1112)
More emphasis on high level of education	22%	20%	52%	56%	18%	18%
More emphasis on practical life	49	50	26	26	57	64
Both	1	1	4	1	12	6
No opinion	28	29	18	17	13	12
	100%	100%	100%	100%	100%	100%

Section 2: Attitudes and Prejudices Towards the U.S.

In this section the presentation will examine any changes in basic attitudes towards the U.S. The questions used to measure such changes focus on (a) general satisfaction with American policy, (b) common aims of Germany and the U.S., and (c) reactions to critical statements representing common prejudices toward America and the Americans. .

GENERAL INCREASE IN MAJORITY SATISFACTION OF U.S. POLICY ...

When respondents were queried as to their satisfaction with the American policy towards Western Germany, large majorities in both cities appear to be satisfied. While in Duesseldorf satisfaction increased from 56 per cent to 65 per cent, the rise in Oldenburg amounts to fully 20 per cent since 1956 (from 54% to 74%).

Since comparable West German results are available, they are also presented below. The same trend in increased satisfaction with U.S. policy can be observed on a nation-wide basis. As a matter of fact the returns from the local samples and from the nation-wide surveys are amazingly similar; thus suggesting that the favorable changes in attitude are not confined to Duesseldorf and Oldenburg, but are of a more general nature.

"Are you generally satisfied or dissatisfied with American policy towards Western Germany?"

	<u>Duesseldorf</u>		<u>Oldenburg</u>		<u>All West Germany</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>	<u>May 1956</u>	<u>June 1957</u>
	(1163)	(1112)	(1200)	(1279)	(1191)	(1907)
Satisfied	56%	65%	54%	74%	58%	70%
Dissatisfied	11	6	9	4	7	4
Neither/nor	20	18	21	11	20	13
No opinion	13	11	16	11	15	13
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

As the subsequent table shows, respondents with USIS library contact are no more favorably disposed towards U.S. policy than those without such USIS contact. The increase in satisfaction since 1956, therefore, cannot be said to be due to any influence exerted upon them while visiting the library.

While both groups in Duesseldorf showed sizeable increases in the percentages who were satisfied with U.S. foreign policy towards Western Germany (53% to 69% for visitors and 56% to 65% for non-visitors), the increases are not statistically significant.

The increase in Oldenburg, previously noted, is equally due to the increased satisfaction recorded by those who have and those who have not visited the joint British/American library (61% to 82% and 53% to 73%).

"Are you generally satisfied or dissatisfied with American policy towards Western Germany?"

	Duesseldorf				Oldenburg			
	1956		1957		1956		1957	
	Non-	Non-	Non-	Non-	Non-	Non-	Non-	Non-
	Li-	Li-	Li-	Li-	Li-	Li-	Li-	Li-
	brary	brary	brary	brary	brary	brary	brary	brary
	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-
	tors	tors	tors	tors	tors	tors	tors	tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
Satisfied	53%	56%	69%	65%	61%	53%	82%	73%
Dissatisfied	12	11	11	6	13	9	5	3
Neither/nor	27	20	16	18	23	21	8	11
No opinion	8	13	4	11	3	17	5	13
	100%	100%	100%	100%	100%	100%	100%	100%

CITY POPULATIONS NOW AGREE ON THE EXTENT TO WHICH THERE ARE COMMON AIMS
BETWEEN GERMANY AND AMERICA ...

The question of common aims and points of contact between Germany and America shows minor changes over the last year in two of the three areas of life about which opinion was asked - namely in the field of politics and in the cultural sector. The results within both Duesseldorf and Oldenburg show hardly any changes between the two surveys.

Trends in opinion concerning the extent of common aims between Germany and America in the economic area are contradictory in Duesseldorf and Oldenburg. In Duesseldorf the percentage seeing common aims decreased while in Oldenburg it increased (45% to 52%).

The net effect of the various shifts in opinion within the two cities has been to make the 1957 results agree much more closely than was the case in 1956.

"In your opinion, do Germany and America have any points of contact and common aims in the different areas of life? Is there anything the two countries have in common?"

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
	(1163)	(1112)	(1200)	(1279)
<u>In the field of politics</u>				
Yes	55%	54%	49%	53%
No	9	7	7	6
No opinion	<u>36</u>	<u>39</u>	<u>44</u>	<u>41</u>
	100%	100%	100%	100%
<u>In the cultural sector</u>				
Yes	49%	45%	38%	40%
No	12	10	10	10
No opinion	<u>39</u>	<u>45</u>	<u>52</u>	<u>50</u>
	100%	100%	100%	100%
<u>In the economic area</u>				
Yes	57%	51%	45%	52%
No	7	3	7	4
No opinion	<u>36</u>	<u>46</u>	<u>48</u>	<u>44</u>
	100%	100%	100%	100%

PREJUDICES TOWARDS THE U.S. DECREASED CONSIDERABLY IN THE PAST YEAR ...

In a further investigation of possible attitude changes towards the U.S., the realm of prejudices towards the U.S. was studied. A series of unfavorable and intentionally loaded contentions and criticisms about America and the Americans was presented to the respondents. They were instructed to indicate agreement - in whole or in part - or disagreement with the statements. In interpreting the results of such an inquiry, it is important to understand that the method is somewhat suggestive and is hence likely to err on the side of exaggerating the extent of criticisms.

In view of this fact, valuable conclusions can be drawn if the results are such that certain findings obtain small acceptance (or large rejection). In such cases, one can draw firm conclusions because in spite of whatever negative suggestion exists, criticism is still small and unfavorable responses are few.

Therefore any notable absence of criticism on particular points warrants definite conclusions, but any notable presence of criticism, while useful for guidance, should not be considered to be entirely equivalent to a less suggestive type of question.

Fortunately the returns in the presented study did fall into such answer patterns as to permit conclusions.

Study of the results tabulated below reveals, first, that most of the respondents in both cities are generally inclined to take a stand on every possible unfavorable contention offered. Secondly, no criticism among those suggested appears to be subscribed to by a majority of the population in either city. An additional and important indication that emerges from the tabulation is that looking at the column of complete disagreement with the statements, significant and desirable changes are noticeable since 1956. In other words, complete rejection of the presented criticism increased on the average in Duesseldorf from 38 per cent to 52 per cent and in Oldenburg from 38 per cent in 1956 to 48 per cent in 1957.

"Occasionally one hears unfavorable remarks about America and the Americans. (CARD) We have listed some of them here and would like to know with which of these remarks you agree fully, with which you agree mostly and with which you agree only a little or not at all."

		<u>Duesseldorf</u>		<u>Oldenburg</u>	
		<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
		(1163)	(1112)	(1200)	(1279)
A -	<u>The Americans are presumptuous and conceited</u>				
	Fully	2%	1%	4%	1%
	Mostly	5	4	4	2
	A little	17	12	13	12
	Not at all	51	66	48	59
	No opinion	25	17	31	26
		100%	100%	100%	100%
B -	<u>The Americans are greedy for money and gain</u>				
	Fully	5%	3%	4%	3%
	Mostly	12	11	14	8
	A little	27	23	20	22
	Not at all	32	44	31	40
	No opinion	24	19	31	27
		100%	100%	100%	100%
C -	<u>The Americans are a traditionless nation and culturally backward</u>				
	Fully	3%	1%	1%	1%
	Mostly	5	3	3	2
	A little	11	10	10	8
	Not at all	52	66	52	61
	No opinion	29	20	34	28
		100%	100%	100%	100%
D -	<u>The Americans are inconsiderate, domineering and egoistical</u>				
	Fully	4%	1%	2%	1%
	Mostly	5	3	4	3
	A little	16	12	12	11
	Not at all	47	63	48	56
	No opinion	28	21	34	29
		100%	100%	100%	100%
E -	<u>The Americans are undisciplined, loud and rude</u>				
	Fully	7%	3%	4%	1%
	Mostly	12	7	9	5
	A little	28	27	22	18
	Not at all	29	45	32	47
	No opinion	24	18	33	29
		100%	100%	100%	100%
F -	<u>The Americans keep meddling in other countries' affairs</u>				
	Fully	9%	5%	7%	4%
	Mostly	16	14	14	8
	A little	26	23	23	21
	Not at all	22	37	21	36
	No opinion	27	21	35	31
		100%	100%	100%	100%

(Cont'd on next page)

(Cont'd from preceding page)

	<u>Duesseldorf</u>		<u>Oldenburg</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>
G - The Americans may indeed go to church often, but they are without religious feeling				
Fully	5%	2%	2%	2%
Mostly	4	3	4	3
A little	7	4	6	7
Not at all	31	43	31	40
No opinion	53	48	57	48
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

In order to investigate any possible effect of library attendance on this type of prejudice, item "F" was selected as the one toward which the largest amount of agreement was shown by respondents in both cities.

The tendencies revealed in the subsequent tabulation, unfortunately, are far from clear. The improved atmosphere in Oldenburg is based upon significant gains among library visitors and non-visitors disagreeing with the derogatory statement (28% to 52%, and from 20% to 32%).

In Duesseldorf, on the other hand, non-library attendees show an improved attitude (21% disagreement increased to 37%), while those who visited the library showed absolutely no change over that recorded in 1956 (43% vs. 42% the preceding year).

"Occasionally one hears unfavorable remarks about America and the Americans. (CARD) We have listed some of them here and would like to know with which of these remarks you agree fully, with which you agree mostly and with which you agree only a little or not at all."

F - The Americans keep meddling in other countries' affairs.

	Duesseldorf				Oldenburg			
	1956		1957		1956		1957	
	Non-		Non-		Non-		Non-	
	Li-	Li-	Li-	Li-	Li-	Li-	Li-	Li-
	brary	brary	brary	brary	brary	brary	brary	brary
	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-
	tors	tors	tors	tors	tors	tors	tors	tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
Fully	8%	9%	5%	5%	3%	7%	5%	4%
Mostly	8	16	21	13	15	14	5	9
A little	31	26	22	23	41	23	25	20
Not at all	42	21	43	37	28	20	52	32
No opinion	11	28	9	22	13	36	13	35
	100%	100%	100%	100%	100%	100%	100%	100%

Section 3: USIS Program Themes

Naturally, one of the most important aspects of USIS information efforts are those specific themes which are promoted in Germany. For the purpose of the present study the following three program themes have been selected: Mutual aerial inspection, peaceful uses of atomic energy, and European integration.

AWARENESS OF EISENHOWER'S AERIAL INSPECTION PLAN SOMEWHAT HIGHER THAN IN 1956 ...

The percentage of the city population in Duesseldorf and Oldenburg having heard of the mutual inspection plan is today only somewhat higher than in 1956. The increase in awareness noticeable in both cities is not more than 6 per cent (in Duesseldorf now 54% as against 48% one year ago - in Oldenburg 45% as against 39% in 1956).

Comparing these returns with the overall West German results shows that the nation-wide rise in awareness of the plan is only slightly smaller than could be found among the two cities under scrutiny. These results are actually in complete agreement, for it must be remembered that as cities with populations over 100,000, these results should be compared with those obtained in the nation-wide study for cities of comparable size.

"Have you ever heard or read of a plan for mutual aerial inspection which was submitted to the Russians during the Four-Power conference of the heads of state in Geneva?"

	<u>Duesseldorf</u>		<u>Oldenburg</u>		<u>All West Germany</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>	<u>Feb</u>	<u>June</u>
	(1163)	(1112)	(1200)	(1279)	1956	1957
					(1801)	(1907)
Yes, heard of it	48%	54%	39%	45%	33%	37%
No, haven't heard	52	46	61	55	67	63
	100%	100%	100%	100%	100%	100%

LIBRARY ATTENDEES SHOW NO DIFFERENCE IN AWARENESS OF THE PLAN ...

This rise in general awareness of the mutual aerial inspection plan must, of course, be investigated further. The table below shows that the slight increase in general awareness is in no way due to those groups having contact with the USIS libraries.

Among Duesseldorf library visitors in 1956, seven out of eight (88%) had heard of the plan. In 1957, the proportion was still the same (85%). The results for Oldenburg library visitors are identical. In 1956 and in 1957, three quarters (74% each time) said that they had heard of the mutual inspection plan.

"Have you ever heard or read of a plan for mutual aerial inspection which was submitted to the Russians during the Four-Power conference of the heads of state in Geneva?"

	Duesseldorf				Oldenburg			
	1956		1957		1956		1957	
	Non-		Non-		Non-		Non-	
Li-	Li-	Li-	Li-	Li-	Li-	Li-	Li-	Li-
brary	brary	brary	brary	brary	brary	brary	brary	brary
Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-
tors	tors	tors	tors	tors	tors	tors	tors	tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
Yes, heard of it	88%	47%	85%	51%	72%	38%	74%	38%
No, haven't heard of it	$\frac{12}{100\%}$	$\frac{53}{100\%}$	$\frac{15}{100\%}$	$\frac{49}{100\%}$	$\frac{28}{100\%}$	$\frac{62}{100\%}$	$\frac{26}{100\%}$	$\frac{62}{100\%}$

GENERAL INCREASE IN UNDERSTANDING OF PLAN ...

The question what the plan is about was asked only of those respondents who claimed to have heard about the plan. Regardless of where credit for the plan is given, general understanding of Eisenhower's proposal seems to have increased over the past year. The increase found among the general West German population, however, was higher than in Duesseldorf and Oldenburg because it started from a lower initial level.

"Would you please tell me what this plan is about - what aims it pursues?" (Asked only of those having heard of the plan.)

Summary Table

	<u>Duesseldorf</u>		<u>Oldenburg</u>		<u>All West Germany</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1956</u>	<u>Feb</u>	<u>June</u>
	(1163)	(1112)	(1200)	(1279)	(1801)	(1907)
<u>Some understanding of aims:</u>	72%	80%	71%	81%	56%	79%
Mutual armament control	21	28	19	21	18	31
Mutual control (general)	17	23	14	19	18	18
Prevention of war and promotion of general security	15	11	14	19	14	15
Control of atomic weapons	6	9	7	11	3	5
Support of disarmament program	13	9	17	11	3	10
<u>No understanding of aims:</u>	4%	2%	5%	2%	6%	3%
Other answers	4	2	5	2	6	3
<u>No opinion/No answer:</u>	<u>24</u>	<u>18</u>	<u>24</u>	<u>17</u>	<u>38</u>	<u>18</u>
	100%	100%	100%	100%	100%	100%

RISE IN KNOWLEDGE OF PEACEFUL USES OF ATOMIC ENERGY IN OLDENBURG ALONE ...

The second program theme which was tested was knowledge concerning the subject of peaceful, non-military uses of atomic energy. Comparing the results of the two surveys (in 1956 and 1957), the returns for Duesseldorf show no change - i.e. two-thirds of the population claim to have heard about peaceful uses of atomic energy.

In Oldenburg, however, a significant change can be found. The proportion claiming knowledge increased from six out of ten (58%) to seven out of ten (69%) over the last year.

"Have you heard of any peaceful, non-military uses of atomic energy?"

	Duesseldorf		Oldenburg	
	1956	1957	1956	1957
	(1163)	(1112)	(1200)	(1279)
Yes	67%	65%	58%	69%
No	33	35	42	31
	100%	100%	100%	100%

WHILE LIBRARY ATTENDEES KNEW MORE, THEY MADE NO GAINS IN THE LAST YEAR ...

Cross-tabulation of knowledge about peaceful uses of atomic energy by library attendance reveals that, in both cities, exposure to this USIS activity has not brought about any gain in knowledge of the subject. In fact, the apparent gain in knowledge in Oldenburg was due to the increase recorded by those who had not visited the library there.

"Have you heard of any peaceful, non-military uses of atomic energy?"

	Duesseldorf				Oldenburg			
	1956		1957		1956		1957	
	Non-		Non-		Non-		Non-	
Li-	Li-	Li-	Li-		Li-	Li-	Li-	Li-
brary	brary	brary	brary		brary	brary	brary	brary
Visi-	Visi-	Visi-	Visi-		Visi-	Visi-	Visi-	Visi-
tors	tors	tors	tors		tors	tors	tors	tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
Yes	88%	66%	86%	63%	90%	57%	84%	65%
No	12	34	14	37	10	43	16	35
	100%	100%	100%	100%	100%	100%	100%	100%

OLDENBURGERS, AGAIN, ONLY ONES TO RECORD INCREASED SUPPORT OF EUROPEAN INTEGRATION ...

The third program theme touched upon was European integration. While Duesseldorf and the total West German population remained stable in overwhelming support of uniting Western Europe (81% in Duesseldorf and 79% in the Federal Republic) increased support for the idea of European integration occurred in Oldenburg (77% now as against 70% last year).

"Are you, in general, for or against making efforts towards uniting West Europe?"

	<u>Duesseldorf</u>		<u>Oldenburg</u>		<u>All West Germany</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>	<u>May</u>	<u>June</u>
	(1163)	(1112)	(1200)	(1279)	1956	1957
	(863)	(1200)				
For	81%	81%	70%	77%	79%	79%
Against	5	3	8	6	6	7
No opinion	14	16	22	17	15	14
	100%	100%	100%	100%	100%	100%

LIBRARY VISITORS AS WELL AS NON-VISITORS GIVE SLIGHTLY MORE SUPPORT TO EUROPEAN INTEGRATION ...

The favorable change noticed in Oldenburg, however, cannot be ascribed to local USIS information efforts. The following table shows that the increase in support of European integration occurred not only among library attendees but also among those population groups without such media contact. Actually, the differences between 1956 and 1957 noticeable among library attendees are not statistically significant since the number of cases involved is so small.

"Are you, in general, for or against making efforts towards uniting West Europe?"

	<u>Duesseldorf</u>				<u>Oldenburg</u>			
	<u>1956</u>		<u>1957</u>		<u>1956</u>		<u>1957</u>	
	Non-	Non-	Non-	Non-	Non-	Non-	Non-	Non-
	Li-	Li-	Li-	Li-	Li-	Li-	Li-	Li-
	brary	brary	brary	brary	brary	brary	brary	brary
	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-
	tors	tors	tors	tors	tors	tors	tors	tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
For	84%	80%	95%	80%	77%	69%	91%	75%
Against	12	5	1	3	15	8	4	6
No opinion	4	15	4	17	8	23	5	19
	100%	100%	100%	100%	100%	100%	100%	100%

Section 4: Attitudes Towards East/West Issues

This section touches upon attitudes towards conflicting issues in the cold war between the East and the West, e.g. (1) How great is Russian versus American interest in a general international disarmament; (2) Who do they believe will end up stronger after twenty-five years of competitive, but peaceful coexistence; and (3) On which side, East or West, do they want Germany to align itself.

CONFIDENCE IN RUSSIAN INTEREST IN GENERAL DISARMAMENT DECREASED IN DUESSELDORF AND OLDENBURG ... BUT INCREASED AMONG TOTAL WEST GERMAN POPULATION ...

For the following question, where respondents were asked what in their opinion the actual Russian interest in a general international disarmament is, comparable results for all West Germany are available. It is interesting to note that while in both cities belief in Russian interest in a general disarmament decreased since last year (from 27% to 16% in Duesseldorf, and from 16% to 11% in Oldenburg), there seems to have been a slight gain in confidence among the West German population.

"How great, do you think, is the actual Russian interest in a general international disarmament: Very great, great, or slight?"

	<u>Duesseldorf</u>		<u>Oldenburg</u>		<u>All West Germany</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>	<u>May</u>	<u>June</u>
	(1163)	(1112)	(1200)	(1279)	(1843)	(1907)
Very great	10%	27	5%	16	4%	17
Great	17	13	11	8	13	16
Slight	42	41	43	46	42	43
No interest whatever (volunteered)	16	29	23	24	16	15
No opinion	15	14	18	19	25	21
	100%	100%	100%	100%	100%	100%

DECREASED CONFIDENCE IN RUSSIAN DISARMAMENT INTENTIONS FOUND IN ALL GROUPS REGARDLESS OF LIBRARY ATTENDANCE ...

The subsequent table reveals that the favorable changes in the reactions of the city population (from the USIS point of view) are found among all groups, whether or not they have visited the libraries in question during the past year.

The changes in percentages believing that Russian interest in a general disarmament is great appear to be greater for library visitors than for non-visitors. Unfortunately, however, the number of cases comprising the visitors' groups is quite small. Hence larger chance fluctuations must be expected.

"How great, do you think, is the actual Russian interest in a general international disarmament: Very great, great, or slight?"

	Duesseldorf				Oldenburg											
	1956		1957		1956		1957									
	No. . .		Non-		Non-		Non-									
	Li- Li- Li- Li- Li- Li- Li- Li-	brary brary brary brary brary brary brary brary	Visi- Visi- Visi- Visi- Visi- Visi- Visi- Visi-	tors tors tors tors tors tors tors tors	(26) (1137) (96) (1016) (39) (1161) (224) (1055)											
Very great	15%)	46	10%)	27	9%)	24	3%)	15	18%)	36	5%)	16	4%)	13	3%)	12
Great	31	17	27	15	12	18	36	11	16	9	13	9	12			
Slight	31	42	45	41	43	42	47	46								
No interest what- ever (volun- teered)	19	16	20	29	18	23	33	22								
No opinion	4	15	11	15	3	19	7	20								
	100%	100%	100%	100%	100%	100%	100%	100%								

GENERAL RISE IN CONFIDENCE IN AMERICAN DISARMAMENT INTEREST ...

As contrast, the same question was asked about American interest in general international disarmament. In both cities the increase in confidence in such American interests is significant. That is to say, that about half of the Duesseldorf population now classifies American disarmament interests as "great" or "very great" (49% as against 41% last year), and about four out of ten people in Oldenburg (38%) express great confidence in America in this respect, as against only 30 per cent in 1956.

Comparable findings for all West Germany, however, show that the general rise in confidence in America's disarmament interests is even greater. In 1956 only 18 per cent indicated great confidence, today the proportion of these people has more than doubled (44%).

"How great, do you think, is the actual American interest in an general international disarmament: Very great, great, or slight?"

	<u>Duesseldorf</u>		<u>Oldenburg</u>		<u>All West Germany</u>	
	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>	<u>May</u>	<u>June</u>
	(1163)	(1112)	(1200)	(1279)	(1843)	(1907)
Very great	9% 32	9% 41	7% 23	7% 30	4% 14	10% 34
Great		40		31		18
Slight	35	29	33	31	42	29
No interest whatever (volunteered)	9	8	16	9	12	6
No opinion	15 <u>100%</u>	14 <u>100%</u>	21 <u>100%</u>	22 <u>100%</u>	28 <u>100%</u>	21 <u>100%</u>

The question arises again, whether or not this increase, local or nation-wide, might be affected by USIS information efforts. No such indication can be found. In Duesseldorf as well as in Oldenburg the rise in confidence in America seems to be a general phenomenon, because the favorable changes since 1956 can be observed among library visitors and non-library visitors as well.

"How great, do you think, is the actual American interest in a general international disarmament: Very great, great, or slight?"

	Duesseldorf				Oldenburg			
	1956		1957		1956		1957	
	Non-	Non-	Non-	Non-	Non-	Non-	Non-	Non-
	Li-	Li-	Li-	Li-	Li-	Li-	Li-	Li-
	brary	brary	brary	brary	brary	brary	brary	brary
	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-
	tors	tors	tors	tors	tors	tors	tors	tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
Very great	15%)	50	9%)	41	11%)	59	9%)	47
Great	35	32	48	38	33	54	23	30
Slight	42	34	28	29	26	33	30	31
No interest what-								
ever (volun-								
teered)	4	10	11	7	15	15	18	8
No opinion	4	15	2	17	5	22	7	25
	100%	100%	100%	100%	100%	100%	100%	100%

FEELING THAT THE U.S. WILL END UP AS THE STRONGER AFTER MANY YEARS OF PEACEFUL COEXISTENCE WITH THE U.S.S.R. NOT DUE TO INFLUENCE OF LIBRARY ...

Comparing the two surveys of last year with the 1957 result for both cities, only minor changes, indicating greater confidence in U.S. strength, in long-range terms can be found. While in Duesseldorf the changes are of rather minor order, the differences in Oldenburg are significant. The proportion of respondents in Oldenburg holding the opinion "The U.S. will end up as the stronger" increased from 36 per cent to 47 per cent, while those holding the same view about Russia dropped from 22 per cent to 16 per cent.

"If the U.S. and the U.S.S.R. settle down to competition without war for the next twenty or twenty-five years, which of the two do you think will end up as the stronger?"

	Duesseldorf		Oldenburg	
	1956 (1163)	1957 (1112)	1956 (1200)	1957 (1279)
U.S.	43%	45%	36%	47%
U.S.S.R.	24	19	22	16
Both equally strong (volunteered)	16	13	16	15
Don't know	17	23	26	22
	100%	100%	100%	100%

USIS library attendance does not seem to play a very significant role in bringing about the changes noted above. As the subsequent table shows, library visitors in Oldenburg demonstrate greater confidence in the U.S. than those groups without such USIS contacts; nevertheless, increased confidence in the U.S. is noticeable in both groups, e.g. among library visitors the percentage selecting the U.S. went up to 57 per cent from 41 per cent, while the non-visitors' gain was more modest, but statistically more reliable - 36 per cent to 44 per cent.

In Duesseldorf all groups regardless of library contact remained almost equally stable.

"If the U.S. and the U.S.S.R. settle down to competition without war for the next twenty or twenty-five years, which of the two do you think will end up as the stronger?"

	Duesseldorf				Oldenburg			
	1956		1957		1956		1957	
	Non-	Non-	Non-	Non-	Non-	Non-	Non-	Non-
	Li-	Li-	Li-	Li-	Li-	Li-	Li-	Li-
	brary	brary	brary	brary	brary	brary	brary	brary
	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-
	tors	tors	tors	tors	tors	tors	tors	tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
U.S.	42%	43%	49%	44%	41%	36%	57%	44%
U.S.S.R.	31	24	24	18	43	21	11	17
Both equally strong (volun- teered)	19	16	11	14	8	16	18	14
Don't know	8	17	16	24	8	27	14	25
	100%	100%	100%	100%	100%	100%	100%	100%

DROP IN NEUTRALIST SENTIMENT UNRELATED TO LIBRARY ATTENDANCE ...

The last of the issues touched upon is the question of whether people think West Germany should be on the side of the West, on the side of the East, or on neither side. Compared with last year's result, respondents in both cities seem to be generally more Western-minded and less inclined to be neutral in their thinking. The differences in both samples are significant.

Only minor changes are noticeable in the follow-up question. Respondents who were either undecided in their opinion or neutralistic-minded, were asked whether they thought West Germany should stay out of military alliances only or have no dealings whatsoever with either side. The desire to stay out of military alliances has increased somewhat in Duesseldorf and remained stable in Oldenburg. On the other hand, the groups desiring "no dealings with either side whatsoever" dropped from 20 per cent to 11 per cent in Oldenburg, but remained unchanged in Duesseldorf.

"At the present time, do you personally think that West Germany should be on the side of the West, or on the side of the East, or on neither side?"

	Duesseldorf		Oldenburg	
	1956	1957	1956	1957
	(1163)	(1112)	(1200)	(1279)
Side of the West	60%	67%	60%	72%
Side of the East	1	*	1	1
Neither side	29	24	27	18
Don't know	10	9	12	9
	100%	100%	100%	100%

IF "Neither side" or "Don't know":

"Do you mean to say we should only stay out of military alliances, or would you prefer that West Germany have no dealings with either side, neither in political, economic, or cultural sectors?"

	Duesseldorf		Oldenburg	
	1956	1957	1956	1957
	(449)	(367)	(474)	(367)
Stay out of military alliances only	49%	55%	51%	52%
Have no dealings with either side	23	24	20	11
No opinion	28	21	29	37
	100%	100%	100%	100%

* Less than one half of one per cent.

A relationship between the decrease in neutralistic feelings and USIS library attendance could not be demonstrated. The rise in pro-Western orientation as well as the drop in neutralistic sentiments is a general phenomenon among all groups, whether exposed to USIS library activities or not. Reliance in the apparently greater adherence to the West on the part of library visitors cannot be made because of the small number of cases upon which those percentages are based.

"At the present time, do you personally think that Western Germany should be on the side of the West, on the side of the East, or on neither side?"

	Duesseldorf				Oldenburg			
	1956		1957		1956		1957	
	Non-	Non-	Non-	Non-	Non-	Non-	Non-	Non-
	Li-	Li-	Li-	Li-	Li-	Li-	Li-	Li-
	brary	brary	brary	brary	brary	brary	brary	brary
	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-	Visi-
	tors	tors	tors	tors	tors	tors	tors	tors
	(26)	(1137)	(96)	(1016)	(39)	(1161)	(224)	(1055)
Side of the West	61%	60%	79%	66%	64%	60%	85%	69%
Side of the East	-	1	-	*	-	1	2	1
Neither side	27	29	17	25	33	27	11	19
Don't know	12	10	4	9	3	12	2	11
	100%	100%	100%	100%	100%	100%	100%	100%

* Less than one half of one per cent.

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